



Educational marketing through digital media for upper secondary institutions.

Óscar Rubén Cervantes Chan¹
Leonardo López Chable²
Jorge Jesús Polanco Solis³
Dulce María de Jesus Delgado Cid
José Alberto Sánchez López⁵

¹Student in Instituto Tecnológico Superior de Escárcega. <https://orcid.org/0000-0001-7261-6208>.
180205003@itsescarcega.edu.mx

²Student in Instituto Tecnológico Superior de Escárcega. <https://orcid.org/0000-0002-1055-6569>.
180205004@itsescarcega.edu.mx

³Student in Instituto Tecnológico Superior de Escárcega. <https://orcid.org/0000-0002-1335-1323>.
180205031@itsescarcega.edu.mx

⁴Research Dulce María de Jesús Delgado Cid in Instituto Tecnológico Superior de Escárcega.
<https://orcid.org/0000-0002-3360-4834>. dulce_delgado@itsescarcega.edu.mx

⁵Research in Instituto Tecnológico Superior de Escárcega <https://orcid.org/0000-0003-0309-4041>.
alberto_sanchez@itsescarcega.edu.mx

Corresponding Autor: Jorge Jesús Polanco Solis. 180205031@itsescarcega.edu.mx

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Summary

Educational marketing has undergone a great change in recent years due to the health emergency of COVID-19. This disease caused a total change in the study system and thus affects the corporate image, since many institutions do not make use of marketing during this crisis, causing the lack of interest of students presenting a low demand. The purpose of this writing is to design and apply digital marketing strategies to improve the image of schools making it more attractive to users. The methodology is of mixed approach, since it will provide qualitative and quantitative information, it is of an explanatory type since the causes of why the upper secondary school has had low demand will be investigated. Questionnaires with multiple choice answers will be applied to people aged 18 to 35 years out of a total of 115 to obtain information that contributes to finding the most common causes of the lack of customers. The expected results are to increase demand by presenting a better image through appropriate strategies to publicize their services. The proper use of marketing in the educational field is of great benefit to institutions causing the attraction of students, the corresponding procedures to diagnose, analyze and solve the needs they present in a

certain time. Highlighting those institutions of upper middle level need to apply digital marketing strategies to create an attractive image and achieve their goals.

Keywords: educational marketing, digital media, marketing strategies, educational system.

I. INTRODUCTION

At present, educational marketing has undergone drastic changes due to the health emergency, thus causing a total change in the study system, which is why the possible causes regarding this issue are analyzed, since the main problem occurs in upper secondary schools which provide a different service to the school system.

Marketing is divided into different areas of study that independently provides a different panorama according to the needs of the consumer, one of the areas with the highest demand is educational marketing, since new study models have been suggested, for its improvement the benefit of students is always sought.

According to Manes [1] "Educational marketing is the process of investigating social needs, to develop educational services aimed at satisfying them, according to their perceived value, distributed in time and place, and ethically



promoted to generate well-being among individuals and organizations" (p.15)

It can be inferred and emphasized that educational marketing is an appropriate strategy for the business sector, in the same way it benefits educational institutions and therefore, the student in obtaining better ways of learning, especially in their academic development.

Educational marketing is important today, due to what is currently experienced with respect to the pandemic, changes need to be made in the study system for its improvement. Studies are recommended in the needs that are being presented within the school environment. Various educational institutions saw the need to improvise in the setting of strategies so as not to lose their level of teaching in students and thus be able to adapt in times of crisis.

Education has always been an essential part of our lives, which is why we need to make better strategies based on new methodologies to make it work and result. However, the COVID-19 pandemic came to unbalance certain parts of the education sector presenting declines in many factors within institutions. Educational marketing is the process of researching social needs aimed at developing and carrying out educational projects that satisfy them. To meet this objective, the educational organization must have an adequate marketing information [2, p. 3]system.

To develop a marketing plan within the education sector, it is necessary to take into account various sources of internal and external information of the campus, which coincide with the need for and importance of collecting information necessary to work based on them.

Certain factors that are negatively affecting the institution were identified in the problem, the instrument with which the vulnerability of the organization was detected, was through an interview to collect the appropriate information from the company Centro de Teaching y Consultancy Escárcega (CEAE). From this it is derived to make a SWOT analysis where the strengths, opportunities, weaknesses, and threats will be studied.

The Escárcega Teaching and Advisory Center (CEAE) is an open high school subsystem advisory center that provides services for the upper secondary level in the municipality of Escárcega Campeche, endorsed by the national open high school system of the SEP, therefore this company resides in the town of Escárcega for the benefit of people who have not completed their studies or wish to continue, however, when analyzing the

company's environment, it is intended to find certain weak points that are severely affecting the institution. Not having a marketing plan is a disadvantage within its market, since they are not made known and the fact that the director in charge of the institution does not apply marketing through his publications greatly harms the company causing the number of students for each certain end of semester to continue to fall. The marketing plan must be involved in companies to get more users, start taking possession in better markets and thus offer a quality service.

With the lack of publicity of the company the numbers of students decrease every year and in the same way it helps the competition in between to benefit. Failure to publicize the services they have causes great reprisals to the institution, such as in the way in which the company must work and maintain itself and prevents its growth. Therefore, the institution does not benefit from higher revenues or improvements in digital marketing; nor can it compete with other companies with the same strategies.

That is why the institution has few students and needs to apply market studies. Develop a marketing plan with a digital approach, in order to improve the image of the institution, as well as obtain greater capture of potential customers by the way in which the service is offered, that is, society is involved in social networks which impact instantly as a digital tool, thus increasing demand, generating new customers, would increase the economic income to the institution and above all will greatly reduce an economic crisis due to the drop in income due to lack of students. Strategies will be created to be able to face the crisis that the company is going through and knowing that the problem is being solved will bring satisfaction to the company so that in this way it can be applied and promote continuous improvement in the marketing part to continue specializing in this area, in the business sector it is always advisable to develop and innovate with new tactics, that is why the strategies that are intended to be implemented, will allow the improvement of the image as well as the positioning in the market thus generating more potential customers for the company CEAE.

Everything raised regarding the lack of students and not presenting a correct image is intended the following:

Design and apply digital marketing strategies to improve the image and attraction of new customers of the company, making a marketing plan to the company CEAE. To later



analyze the current state of the company on the mismanagement of digital marketing for the elaboration of a strategic plan that involves the use of partner networks as the main tool. In this way proceeding with the design of a strategic plan with digital tools focused on the use of social networks to increase the number of students who are interested in the service offered. Finally, the digital marketing strategies established to increase demand and generate better income will be carried out and verified.

II. CRM APPROACH IN TIMES OF PANDEMIC

The fact that companies implement CRM contributes to achieving strategies proposed because of the situation that is currently being experienced, since having certain needs forces us to look for a solution that through the implementation of appropriate tools allows us to solve problems in the company. Therefore Croxatto [3] mentions that "CRM as a business strategy in itself, and those who define CRM as an application that allows to implement a business strategy that involves the relationship with customers with the company" (p. 37).

Summarizing the above, it is evident that due to the problem of social distancing that is currently being crossed, it is necessary for companies to make use of various applications as an improvement tool that contributes to the stability of the company, and it is here where we identify that CRM provides a solution to the problem originated in the company through the implementation of strategies.

Strategies are a fundamental part of companies to obtain a better functioning depending on the need that is being presented, therefore the CRM is considered a management and administration tool very important to have a control of the different needs of customers. In relation to the aforementioned topic, Follow[4] points out that it is the set of strategies that intend to search, collect and store the appropriate information, validate it and share it throughout the organization, so that it is then used by all organizational levels to create unique and personalized experiences for their customers (p. 103).

During the period of the COVID-19 pandemic, it has been possible to identify the notable use of CRM through the strategies implemented in various organizations to find solutions to adapt through the implementation of this tool, achieving greater utility in companies.

Keeping track of customers and their relationship with the company is of the utmost importance, but the contingency has come to force that part due to social distancing, which is why it must generate new ways to be in tune with consumers.

III. THE 4 PS OF MARKETING IN TIMES OF PANDEMIC

Given the current context, companies need to implement strategies to increase their sales, productivity, and above all use new ways of having contact with the consumer. One of the tools that has been modified has been the 4 Ps of marketing is therefore the implementation of new market studies. To have a diagnosis of the factors that are affecting the company and can work in the most appropriate way for decision making always seeking to improve their work environment.

Therefore Kotler [5] mentions "The set of controllable tactical marketing tools that the company combines to produce a desired response in the target market" (P.63)

An essential part about the marketing mix without a doubt are the 4 P's, they are basic to publicize a product or service according to their methodology of various authors. However, these days the business sector faces complications and therefore chooses to make modifications to improve. Companies need to make an adjustment to reinforce their strengths and diagnose which is the most vulnerable and affected area that the company needs to work in.

Kotler, P. y Armstrong [6] define the marketing plan as "The set of controllable tactical marketing tools that the company combines to produce a desired response in the target market" (p.24).

Within the marketing mix, the approach it provides is the attraction of customers, new markets and strategies which help us improve day by day. But because of what has happened caused by the pandemic, it has remained static and has prevented many companies from growing.

The education sector is one of the most affected areas due to the crisis that it is happening, different institutions had to close their doors and adapt to unexpected changes. Therefore, these events have left many weaknesses as soon as it must be improved within them it is even time to use not only the 4 P's but also the other 3 P's.

Vallet & Frasquet [7] mentions that it is the set of variables that can be coordinated, managed, manipulated or combined in a marketing program and that have the following objectives: produce, achieve or influence the desired response in the



target market, achieve the marketing objectives of the company or satisfy the target market and the needs of its client (p.142).

Finally, the time has come for companies in a very generalized way to stop using the 4 p's in a traditional way and focus on new trends regarding this. Therefore, it is time to rearrange everything that this health emergency has left us with the impact it has had on economic areas. Although we know one of the main functions of the use of the 4 P's is to give the form and decision of purchase, however, we work on how to get that service or product to consumers if they have a physical contact.

IV. NEW STRATEGIES IN MARKETING ADVANTAGE OR NEED

The market will never do the same again, let alone how to win over customers. Currently there is an era of adaptation and immediate reaction changing the focus to relate to individuals. Also, the question that is in consideration without answer is What new strategies do we need to improve? COVID-19 has limited to many situations, that is why new fields of studies are needed.

According to Halligan Shah [8] "The rules of marketing have changed, and your business can benefit from this change. Inbound Marketing shows you how to be found by more prospects who are already looking for what you have to sell" (p.200). it is happening, different institutions had to close their doors and adapt to unexpected changes. Therefore, these events have left many weaknesses as soon as it must be improved within them it is even time to use not only the 4 P's but also the other 3 P's.

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Companies must constantly work on having new market studies, that is, assimilating the new challenge they are facing. In addition, to excel in the sector to which it is directed, it is important to consider the target market to whom it is directed and above all the objective to be achieved. Of equal importance strategies is a benefit speaking more generally they have gone from being an option to a necessity. Meanwhile it is considered in these days a new opportunity to grow and achieve new things in the companies you want to improve.

It was a long period of economic crisis and insecurity for companies between moments of analysis and concerns. Therefore, it is considered so because it brought many negative thoughts for the managers who reside in it. For companies it is time to be able to rebuild what had been lost and make improvements within their factors as well as internal and external.

Toledo also [9] mentions that "Undoubtedly it is time to rethink, what is the role that marketing plays within our company, both to confront the crisis and to emerge strengthened after the negative period" (p. 205).

In times of crisis marketing is one of the most affected areas of any company and within the business sector. Therefore, it is of vital importance to take the value generated by marketing strategies as it is necessary to measure the results of the most appropriate strategies in this way it will be possible to understand if the measures taken are indeed concrete. Through the analysis, we will understand which activities provide more expressive results so that you can make more investments and improve.

VI. MARKETING PLAN FOR MYPIMES NEED OR PRIORITY

It is very important for companies to survive due to digitalization and the impact of the global COVID-19 pandemic, as we are



experiencing changes in the way companies run business. These processes have accelerated drastically, and many paradigms have changed as well as this indicates the need to remodel adapting to this situation that forces companies and consumers to look for new ways of doing business. Therefore, Anci mentions [10] that the marketing plan:

It is a written document in which, in a systematic and structured way, and prior to the corresponding analyses and studies, the objectives to be achieved in each period of time are defined, as well as the programs and means of action that are necessary to achieve the objectives set out within the time limit (p. 77).

Marketing aims to improve different areas within companies that need to make changes in the way they plan, do and do it. Since they occupy to make an action plan focused on the most common needs that the organization is presenting in certain aspects.

According to Kaminsky [11] he mentions that crises are not a new phenomenon, both the causes and the consequences suggest the existence of variety. This means that, in each of these periods, marketing professionals are in little-known territory, because no two recessions are the same.

However, due to COVID-19, they are obliged to make changes in companies by adapting new strategies. In this scenario caused by the pandemic, these companies face many challenges, such as improving cash flow management, migrating business models to digitalization and, most importantly, transforming the marketing department that is often only underestimated as a cost, not as the cost.

VII. IMPORTANCE OF EDUCATIONAL MARKETING IN HEIS

For a long time, marketing has been presented in the educational field, however we can identify that there are organizations that are faced with the problem of not having the required advertising to keep people up to date on information and offers about the service they offer.

The author Manes [1] mentions that educational institutions are immersed in a process of change that may be too fast for their institutional times. However, it is necessary that the people in charge assume the real usefulness of new tools that, like marketing, help to improve institutional management and the change process (pag.17)

Since education is an intangible product, it is difficult to know its quality, therefore it is

important to make a comprehensive assessment before starting the service. The quality of education is understood as measures that help meet the expectations of individual clients such as students, parents and society in general. That is why marketing works hand in hand with educational institutions for the formulation of strategies.

Cruz mentions [12] that the educational market is increasingly demanding and competitive, therefore, schools increasingly see the need to adopt marketing techniques appropriate to their situation and needs. From here, the concept of educational marketing begins to gain strength (p.16).

Effective marketing is required that with the help of good organizational communication promotes objectives, benefits, and thus achieves the satisfaction of social expectations. Because educational institutions are the ones that have been totally affected during the pandemic, because students had to take classes at home, this caused them to be updated and invested in new strategies. However, educational marketing adapted, which is why many of the schools have adopted new technologies and made use of marketing. It is of the utmost importance to make a diagnosis to create new strategies with this it is intended to know which is the area of greatest vulnerability in this way to work on it, although one of the factors más comunes de muchas escuelas es la pandemia.

VIII. IMPORTANCE OF A MARKETING PLAN IN A HIGHER EDUCATION INSTITUTION

A need arises from the lack or deficiency of a specific area that is not working properly, companies are currently in a zone of uncertainty. In the same way analyzing the things they need as an institution is an option that must be considered too much, to formulate market plans within the education sector they considered various sources of internal and external information. "The educational marketing plan includes the same variables that are analyzed for market research because it corresponds to the categories that the marketing mix of educational services has raised. [13, p. 35]

The main objective is to allow the development of strategies in educational management, concretizing the strategy in a highly specific action plan, to promote its development and application to achieve some success. In the same way successfully penetrate the established target market. "Today's education is mainly looking for more and more answers to the social challenges that arise, the vertiginous change of the demands of



the market makes education services seek to be increasingly competitive." [14, p. 15].

HEIs face as a challenge to maintain the loyalty of their customers and their positioning in the face of several other factors such as the innovation of new academic programs, better infrastructure, technological innovations, certified programs, international linkage, to mention a few, to establish a marketing plan you must know all this, which will be a key starting point for the strategic action of educational management and organizational communication.

Given the great diversity of existing educational programs, each of the HEIs requires dissemination and communication mechanisms that allow transmitting to the market, their strengths, their academic orientation, the existing institutional support, their research, their pedagogical approach, their social impact, the type of professional they seek to train, etc.

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X. METHODOLOGY

The present research is of mixed approach, provides quantitative and qualitative information, according to the authors [15]"the goal of mixed research is not to replace quantitative and qualitative research, but to use the strengths of both types of inquiry, combining them and trying to minimize their potential weaknesses." The research is explanatory, since the causes of why this company does not have students interested in obtaining its services and knowing the main factors that influence will be sought. The instrument that will be used for data collection will be a questionnaire, which will be composed of multiple choice questions, and Likert scale "are psychometric instruments where the respondent must indicate their agreement or disagreement on a statement, item or reagent, which is done through an ordered and one-dimensional scale" [16] to obtain the required information with the variables of quality, satisfaction and service. Questionnaires will be used since they are a set of questions from which we will obtain information to be able to measure one or more variables and thus analyze the situation. The author [17]notes that "the questionnaire contains the aspects of the phenomenon that are considered essential; it also makes it possible to isolate certain problems that are of main interest to us; it reduces reality to a certain number of essential data and specifies the object of study". The instrument will be applied to people from 18 to 35 years old who did not finish their studies at the sample size being 115 people with the determined age range, for the calculation of the sample size will be made using the author's formula. [18] The Google Forms application will be used for the implementation of the questionnaire, with a time limit of 7 minutes sent from the WhatsApp platform. Once the questionnaire has been applied to the people, and with the expected results of the surveys, they will be tabulated in a sheet of the Excel tool. Subsequently, it is intended to carry out the analysis of the results obtained fromdicho



instrumento para la toma de decisión y la formulación de las estrategias adecuadas basada en la metodología de un plan de marketing por medios digitales [19].

Figure 1.

Steps to implement to apply the digital marketing plan



Note. Phases of the Plan of educational marketing through digital media for institutions of upper secondary level. Source: Own elaboration, with data obtained from Coto (2008).

XI. RESULTS

The expected results are that through the instrument will be applied to 115 people in an age range determining from 18 to 35 years, to know the most determining factors to know their behavior with respect to the study system that this school in the town of Escárcega offers through its services.

Therefore, once the external and internal factors have been identified, it will be determined which strategies are the most appropriate for their realization, so that the methodology of a marketing plan based on digital media will be used to increase the image and demand for the service of the institutions of upper middle level.

Finally, with the chosen strategies, it is expected that the company will improve its image, in such a way that it can publicize its services in a new way through digital platforms based on the aforementioned methodology, with the aim of positioning itself more in the market, therefore increasing its demand and being better known in the town of Escárcega.

It is expected to identify the current state of the company on the evil of digital marketing through the elaboration of a strategic plan that involves the use of social networks as the main

tool. In such a way that a model can be created where upper secondary schools with constant monitoring can measure the results stipulated at the beginning of the research, creating the marketing strategies based on the digital media most used by companies that have become successful.

XII. CONCLUSIONS

Educational marketing strategies through a methodology based on digital media are of vital importance for secondary education institutions superior, puesto that satisfy the training needs of students in such a way that they have generated prestige in the market. Finally, we can mention that within educational marketing is considered a fundamental tool to make the necessary diagnoses so it is necessary to detect the most vulnerable areas that schools currently present due to the new forms of study after the pandemic, therefore the perception that students have about the new strategies implemented will help to know that what is intended as an objective will be fulfilled in a way Satisfactory. Having a better image and publicizing the services that schools offer, through a different way than usual will help open new market expectations for users, thus generating an increase in demand considerably better than the one stipulated previously, that is why it is recommended that schools in the town of Escárcega that handle this type of study for people who did not finish their level of upper secondary study, so that in this way they can continue to rotate different strategies through the use of educational marketing to be able to stay within their market and obtain the expected results once the corresponding diagnoses have been made.

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